BRITISH COLUMBIA
The Best Place on Earth

BC Stats

Infoline

Contact: bcstats.infoline@gov.bc.ca *Issue: 10-21* *May 28th, 2010*

- **Visitor entries back to more normal levels in March**
- **Restaurant receipts down 6.6% in post-Olympic month**
- **Net farm income remains negative for fourth straight year in 2009**

Tourism

- **The number of visitors arriving in Canada via BC plummeted (-17.9%, *seasonally adjusted*) in March, as entries fell back to more normal levels after soaring (+23.5%) in February when the province hosted the 2010 Olympics.** Far fewer Americans (-21.9%) crossed the border into BC. Both same-day (-26.8%) and overnight (-19.4%) visits dropped off substantially.

  Overseas entries also slipped (-2.6%) in March. As the influx of visitors eased following February's Olympic boom, European entries declined 21.6%, one of the most substantial monthly fluctuations on record. On the other hand, entries from Asia (+9.9%) and other regions (+21.6%) were up in March. *Data Source: Statistics Canada*

- **Revenues at food service and drinking places in the province slipped 6.6% (*seasonally adjusted*) in March as restaurants and bars saw receipts return to more normal levels in the wake of the Olympics.** Their earnings had jumped 7.5% in the previous month, when business was boosted by an influx of vistors attending the Games in Vancouver and Whistler.

  Canadian receipts rose 0.9%, as all provinces except BC recorded higher sales. The largest increases were in Saskatchewan (+3.4%) and Alberta (+3.2%). *Data Source: Statistics Canada*

Agriculture

- **The operating costs of BC farmers exceeded their income (cash receipts and income in kind) for a fourth straight year in 2009.** Net farm income in the province was well into negative territory, at -$226 million, in 2009. However, this was a marginal improvement over the value (-$280 million) in the previous year.

  Farm cash receipts tumbled 2.9%, as the value of crop (-0.6%) and livestock (-4.6%) sales shrank. Revenues from crop insurance and other direct payments were 6.5% lower than in the previous year, and farm inventories were reduced. Operating costs also declined (-5.7%), but not enough to offset the reduction in farm receipts.

  Total cash receipts fell 3.7% nationally as farmers in every province except New Brunswick and PEI posted declines. Alberta (-8.1%), where revenues from crop and livestock sales failed to grow, saw the biggest reduction in cash receipts.

  Farming costs exceeded total revenues in BC, Alberta (-$403 million), Ontario (-$51 million), Nova Scotia (-$41 million) and Newfoundland (-$2 million). Nationally, net farm income plunged, falling from +$6.7 billion in 2008 to +$2.7 million in 2009. *Data Source: Statistics Canada*

- **The area in BC dedicated to growing greenhouse products expanded in 2009, reaching nearly 53 million square feet.** Sales of greenhouse, sod and nursery products grown in the province exceeded $523 million last year, up from $502 million in 2008. BC's greenhouse industry is the second biggest in the country, after Ontario, where sales reached $1.3 billion in 2009. The national total was $2.4 billion. As in other parts of the country, ornamental plants and flowers accounted for the biggest share of total revenues in BC, with sales adding up to $272 million. The primary markets for these products were mass market chain stores ($82

Report **An Overview of Ski Areas in BC**

Did you know...

Nearly half (45%) of Canadians are considering purchasing a used car as their next vehicle.

Source: Ipsos Canada

million) and domestic wholesalers ($52 million), but a further $38 million dollars worth of flowers and plants went to retail florists and $24 million worth was sold directly to the public. Exports of these products exceeded $33 million. Greenhouse fruit & vegetable sales (primarily tomatoes, peppers and cucumbers) by BC producers were valued at $251 million. *Data Source: S. C. Cat. #82-003-XWE*

Food Consumption

- **Canadians are consuming more vegetables than they used to.** On average, Canadians chomped back a record 40.7 kg of fresh vegetables (excluding potatoes) in 2009, up from 36.8 kg the previous year.

  Canadians also ate more fresh fruit last year, averaging 39.3 kg., slightly higher than levels recorded in 2008. Apples, bananas, oranges and grapes remain the most popular, accounting for nearly half of all fresh fruit eaten, while tropical fruits like pineapples, mangos and papayas continue to make inroads into Canadian diets.

  Per capita red meat available for consumption continued its decline in 2009, falling by 0.7% to 23.4 kg per person. The amount of beef and veal in the average Canadian's diet dropped 2.3% from 2008, while pork declined 1.3%. Similarly, intake of poultry fell by 1.2% to 13.4 kg per person in 2009. However, red meat available for consumption has declined substantially over the last 20 years, while poultry has increased in popularity.

  Intake of oils and fats was unchanged from last year, but overall average energy consumption (caloric intake) eased slightly (-0.2%). The total daily intake of energy per person was 2,358 calories last year, down by 155 since the peak recorded in 2001. *Data Source: Statistics Canada*

Pension Plans

- **Just over 6 million Canadians were members of registered pension plans (RPPs) in 2008, an increase of 1.7% over the number in the previous year.** However, the RPP coverage rate (the percentage of employees covered by RPPs) has been declining. In 1996, nearly 43% of workers were members of an RPP; by 2008, the share had fallen to just over 38%. The decline has been most significant among male workers, with just over 37% covered in 2008, compared to about 44% in the mid-1990s. Among women, the coverage rate has fallen only slightly (from 41% to just over 39%) during the same period.

  Coverage rates vary significantly between the private sector, where about 25% of employees are members of an RPP, and the public sector, where eight out of ten workers (84%) have pension coverage.

  Employee and employer contributions to these plans exceeded $40 billion in 2008, with employers contributing two-thirds of the total.

  Most (74%) members of RPPs were participating in a defined benefit plan (one in which benefits are determined based on a formula, and the employer's contribution is a function of the cost of providing the promised pension). Sixteen percent belonged to defined contribution plans (in which employees and/or employers contribute a preset amount to the pension plan), while the rest participated in other types of RPPs. *Data Source: Statistics Canada*

The Nation

- **Canadian corporations reported a 4.8% (*seasonally adjusted*) climb in operating profits during the first quarter of 2010 with 10 of 22 key industries posting increases.** Oil & gas extractors saw profits soar by more than a third (+40.4%) from the previous quarter. Operating profits in the manufacturing sector climbed 12.6%, with motor vehicle & parts manufacturers, and primary metal manufacturers leading the way. Profits for wholesalers and retailers were also up, while the financial sector (-4.1%) didn't fare as well. *Data Source: Statistics Canada*

***Infoline** Issue: 10-21*
May 28th, 2010

Contact: Werner Gründlingh
(250) 387-1124
originally published in
Tourism Sector Monitor Issue 10-04

An Overview of Ski Areas in B.C.

Introduction

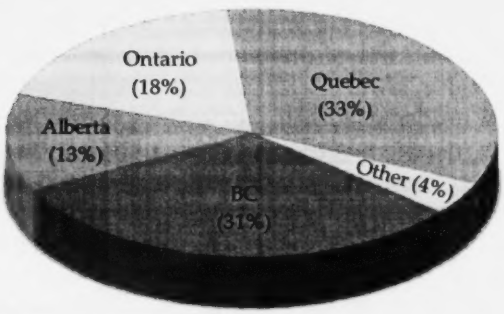
Within BC's borders lie diverse landscapes that allow for a variety of recreational activities. The July 2009 issue of the TSM[1] highlighted what summer brings to BC. This article will focus on some of the experiences associated with colder climates.

A Big Contender in skiing

The Canadian Ski Council (CSC) estimates that roughly 5.8 million skiers and snowboarders[2] visited 46 active ski resorts in BC during the 2008/09 season—almost one-third of skier visits nationwide.

Almost one-third of skiers in Canada visited BC ski resorts during the 2008/09 season

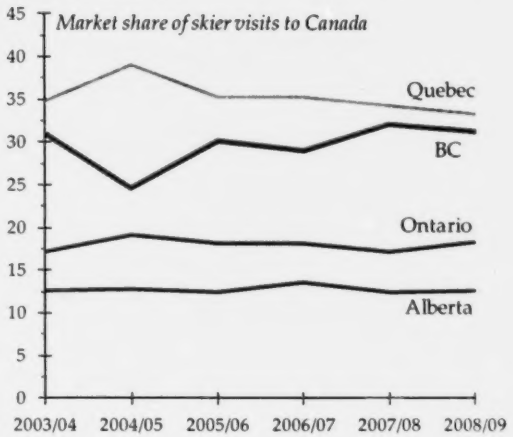
Skier visits within Canada during 2008/09 season



Data Source: Canadian Ski Council

Quebec still holds the number one position, receiving the largest share (33% or 6.2 million) of the 18.7 million national skier visits estimate.

BC and Quebec have the lion's share of skier visits to Canada



Data Source: Canadian Ski Council

To put these figures in perspective, it is necessary to consider the number of active resorts in other provinces as well. While Quebec boasts the most ski areas (79 in 2008/09), BC is ranked highest in the number of skier visits per resort. In fact, during a typical five-month ski season (from November to mid April), resorts in BC receive an average of more than 127,000 skier visits.

Ski resorts vary in size and may span anywhere from hundreds to thousands of skiable acres. At the two extremes, Grouse Mountain in Vancouver has 212 skiable acres, compared to 8,172 at Whistler-Blackcomb. Additionally, resorts are typically equipped with a vast array of lifts, capable of carrying thousands of people per hour—even the single chairlift at Crystal Mountain Resort has a potential capacity of 3,000 snow-enthusiasts per hour[3]. Moreover, the scenery and world-class ski resorts in close proximity to large cities may be a big draw to this part of the country. This wide range of skiing opportunities perhaps explains the more than two-to-

[1] Tourism Sector Monitor, July 2009,
"What does summer bring to BC",
http://www.bcstats.gov.bc.ca/pubs/tour/tsm0907.pdf

[2] According to the Canadian Ski Council, a skier visit represents "one skier or boarder participating at a resort for one day and is the accepted measurement of activity in the industry."

[3] Crystal Mountain Resort, http://www.crystalresort.com/

one ratio of skiers or snowboarders on BC slopes compared to other provinces.

Quebec and Ontario follow BC's rank with roughly 79,000 skier visits per resort.

	Skier visits (2008/09)		
	Total	Resorts	Per resort
BC	5,845,000	46	127,065
Quebec	6,233,000	79	78,899
Alberta	2,368,000	30	78,933
Ontario	3,423,000	66	51,864
Other	817,000	67	12,194
Canada	18,686,000	288	64,882

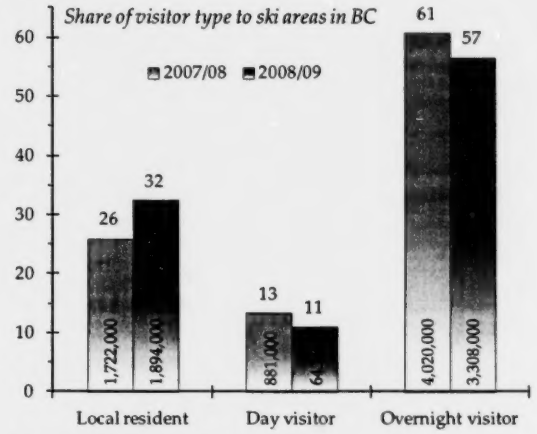
Data Source: Canadian Ski Council

More local residents going skiing...

The market of skiers visiting resort areas is made up of a wide range of travellers. There are those that visit from the surrounding community (or local residents), while others are non-locals visiting for the day or perhaps even staying overnight.

In the last two seasons, there has been a shift in these skier visit markets. Local residents increased their share of skier visits compared to non-locals in 2008/09 in all of the regions surveyed. The most noticeable jump occurred in BC. While the total number of skier visits in BC dropped almost 12%, the number of local resident visitors climbed 10%, growing their share to almost one-third (32%) of all provincial skier visits.

1% more local residents visited ski areas in BC last season



Data Source: Canadian Ski Council

..may contribute to lower industry revenues

This 5% increase in local visitor share may have quite a substantial implication to the industry, since local residents typically have different interests in mind when going skiing. For example, local residents are more likely to use annual passes—a form of discounted lift-ticket—which implies a lower yield per skier. Additionally, local residents (such as day visitors) do not typically require overnight accommodation. They are also more likely to bring their own food and refreshments, and may even be less inclined to visit ski resorts during inclement weather conditions. Finally, the rental of equipment may also be less likely for locals, since those who ski frequently may purchase their own equipment.

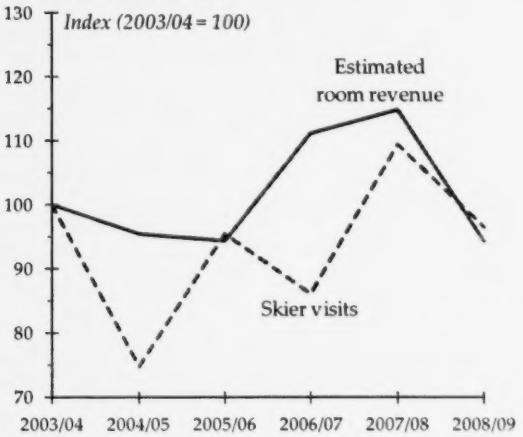
These factors all contribute to the financial success of ski resorts, making the difference between local vs. non-local visitors quite important... at least from a business point of view.

Accommodation room revenues

Room revenues at some of BC's major ski resorts and surroundings took a substantial dip in the 2008/09 season. This is more than likely due to

the global recession that gripped the economy during the last season. Since skiing is considered a flexible recreation for many individuals, tighter spending conditions may lead to fewer trips to ski resorts. In fact, 2008/09 winter room revenues (November through April) at a selection of almost 500 properties[4] located in or around BC ski resorts fell roughly 18% compared to the previous season, implying a drop of almost $8 in daily RevPAR[5] to just above $37 for the season.

Both skier visits and room revenues fell during the 2008/09 season



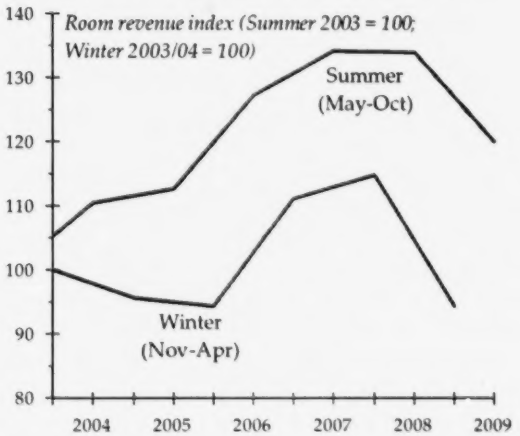
Data Source: Canadian Ski Council & BC Stats
Estimates of room revenue are based on the Nov-Apr season of almost 500 accommodation properties at some of the well-known ski resort and surrounding areas within BC, including Big White, Fernie, Panorama, Silver Star and Whistler, amongst others.Ski resorts also attract summer visitors

Once the powder is gone, many ski resorts open their doors to hikers and mountain bikers alike. For example, even though Whistler is known as one of the best ski resorts in the world[6], it also boasts the number one spot as the most visited bike park in North America[7]—approximately three quarters of BC's bike park visits.

Winter vs. summer

Accommodation revenues during the winter months are usually much higher compared to the warmer months—accounting for about two-thirds (64% in 2008/09) of annual room revenues. However growth in room revenues during the summer months has been very strong over the past seasons—increasing 20% since 2003.

2008/09 winter room revenues at ski resorts were almost double that of 2008 summer



Data Source: BC Stats
Summer (May-Oct) and winter (Nov-Apr) room revenue estimates are based on almost 500 accommodation properties at some of the well-known ski resort and surrounding areas within BC, including Big White, Fernie, Panorama, Silver Star and Whistler, amongst others.

How is the southern competition doing?

Visitation at ski resorts south of the border showed similar trends to what is observed within Canada and BC. That is, US ski resorts saw an overall drop (-5.1%) in overnight visitors between the 2004/05 and 2007/08 ski seasons,

[4] The 500 accommodation properties mentioned here are located in some of the well-known ski resort and surrounding areas within BC, including Big White, Fernie, Panorama, Silver Star and Whistler, amongst others.

[5] Revenue Per Available Room (or RevPAR) is an industry measure of the amount of revenue generated by available rooms.

[6] Best of Skiing in Canada 2009, Ski Canada Magazine, www.skicanadamag.com

[7] Cycling and Mountain Biking Product Overview, April 2009, Tourism BC.

making day visitors the current front runner in the industry at a 53% share[8].

However, while the number of active ski resorts operating in Canada has remained relatively constant—a five-year average of 286 resorts[9]—the message is quite different in the US. Over the last five seasons, the US lost almost 20 ski resorts, dropping from 492 (2004/05) to 473 (2008/09)[10].

Conclusion

Ski resorts in Canada form a key part of the skiing and snowboarding industry, but are also involved in the summer-related sports industries, making them year-round destinations.

On a national level, the industry has had both ups and downs—the most recent decline likely due to the economic downturn.

With the recent 2010 Winter Olympic Games, Whistler and Vancouver's ski resorts were under a magnifying glass. It will be interesting to see how the Olympic preparations (that started months before the February opening ceremonies) and events affected skier visits at these and other resorts in BC—definitely a topic worth revisiting in the future.

[8] Data Source: Kottke National End of Season Survey 2007/08.

[9] Active ski resorts in Canada: 287 (2004/05); 282 (2005/06); 283 (2006/07); 289 (2007/08); 288 (2008/09). Data Source: Canadian Ski Council

[10] Data Source: National Ski Areas Association

Infoline

May 28, 2010
Issue 10–21

Email transmission information service from BC Stats

also on the Internet at www.bcstats.gov.bc.ca or choose RSS

BC at a glance . . .

POPULATION (thousands)	Jan1/2010	% change on one year ago
BC	4,494.2	1.6
Canada	33,930.8	1.2
GDP and INCOME (Revised Nov 9)		
(BC - at market prices)	2008	% change on one year ago
Gross Domestic Product (GDP) *($ millions)*	197,931	3.3
GDP *($ 2002 millions)*	164,520	0.0
GDP *($ 2002 per Capita) (reflects revised pop)*	37,529	-1.7
Personal Disposable Income *($ 2002 per Capita)*	25,931	3.2
TRADE ($ millions, seasonally adjusted)		% change on prev. month
Manufacturing Shipments - Mar 2010	2,994	3.8
Merchandise Exports - Mar 2010	2,290	1.5
Retail Sales - Mar 2010	4,869	0.6
CONSUMER PRICE INDEX	% change on	12-month avg
(all items - Apr 2010)	one year ago	% change
BC	1.0	-0.1
Vancouver	1.4	0.1
Victoria	0.4	-0.1
Canada	1.8	0.5
LABOUR FORCE (thousands)		% change on
(seasonally adjusted)	Apr 2010	prev. month
Labour Force - BC	2,483	-0.1
Employed - BC	2,303	0.6
Unemployed - BC	181	-7.5
		Mar 2010
Unemployment Rate - BC *(percent)*	7.3	7.9
Unemployment Rate - Canada *(percent)*	8.1	8.2
INTEREST RATES (percent)	May 26/2010	May 20/2009
Prime Business Rate	2.25	2.25
Conventional Mortgages - 1 year	3.70	3.90
- 5 year	5.99	5.25
US-CANADA EXCHANGE RATE	May 26/2010	May 20/2009
(avg. noon spot rate) Cdn $ per US $	1.0651	1.1120
(closing rate) US $ per Cdn $	0.9358	0.8933
AVERAGE WEEKLY WAGE RATE		% change on
(industrial aggregate - dollars)	Apr 2010	one year ago
BC	820.44	2.3
Canada	814.38	1.8

SOURCES:

Population, Gross Domestic Product, Trade, Prices, Labour Force, Wage Rate } Statistics Canada

Interest Rates, Exchange Rates: Bank of Canada Weekly Financial Statistics

For latest Weekly Financial Statistics see www.bankofcanada.ca

Labour Market Information Gateway

A new gateway with links to labour market information is now available. The labour market information gateway features access to a variety of data sources, articles, and reports containing labour market information for British Columbia in one convenient location.

www.bcstats.gov.bc.ca/data/lss/lmi_gate.asp

Quarterly Indicators for BC Economy

A new table with data for key quarterly indicators for the BC economy is now available. The table offers a quick look at the quarterly change in selected economic and demographic variables that provide an indication of the strength or weakness of the BC economy.

www.bcstats.gov.bc.ca/data/bus_stat/busind/qinds.asp

BC's Solid Waste Flow, 2006

This report examines the source and composition of solid waste in British Columbia. Three key sectors are measured: industrial, commercial and institutional (IC&I); construction, renovation and demolition (CR&D); and residential.

www.bcstats.gov.bc.ca/data/env/SolidWaste06.pdf

Socio-Economic Profiles

The 2009 Socio-Economic Profiles now available. These profiles consist of charts and tables for a number of geographic overlays of BC. Also included are the special geographies of the Georgia, Fraser, and Columbia Basins.

www.bcstats.gov.bc.ca/data/sep/choose.asp

Released this week by BC Stats

- Economic Statistics Report, (NEW!) May 2010

Next week

- Quarterly Regional Statistics, 1st Quarter 2010
- Business Indicators, May 2010
- Current Statistics, May 2010
- Labour Force Statistics, May 2010
- Earnings & Employment Trends, May 2010

BC Stats, Box 9410 Stn Prov Govt, Victoria, B.C. V8W 9V1
Tel: 250-387-0327 Fax: 250-387-0380 Web: www.bcstats.gov.bc.ca E-mail: BC.Stats@gov.bc.ca